



United Way in Norfolk

Goals (Your Goals ARE Our Goals)

- Prepare young children for academic success and healthy development through effective early childhood programs.
- Prepare youth and young adults to secure family-sustaining employment through effective programs that address both in-school and out-of-school factors.
- Help adults prepare for the workplace by expanding access to career development programs and employment support.
- With residents driving the process, create safe and thriving communities by increasing access to jobs, neighborhood amenities, and quality affordable homes.

United for Children in Norfolk

Our Approach

- A collective impact initiative that starts with our children.
- Shared agenda, mutually reinforcing activities, shared measurement, and continuous communication and support.
- Define, measure, analyze, improve, control.
- United Way role as a Backbone Organization and partner.

United for Children

Backbone Outcomes

Activity	Short-term Outcomes (Illustrative)	Intermediate Outcomes (Illustrative)
Guide vision and strategy	Partners share a common understanding of the need and desired result	Partners' individual work is increasingly aligned with the initiative's common agenda
Support aligned activities	Partners increasingly communicate and coordinate their activities toward common goals	Partners collaboratively develop new approaches to advance the initiative
Establish shared measurement practices	Partners understand the value of sharing data	Partners increasingly use data to adapt and refine their strategies
Build public will	Guide vision and strategy	More community members feel empowered to take action on the issue(s)
Advance policy	Partners increasingly communicate and coordinate their activities toward common goals	Policy changes increasingly occur in line with initiative goals
Mobilize funding	Funding is secured to support initiative activities	Philanthropic and public funds are increasingly aligned with initiative goals

United for Children with Norfolk Public Schools

Schools	Grades	Cost	Funders	Program(s)	Dates
PB Young Elementary School	Pre-K – Grade 2	Summer \$242,000 Academic Year \$8,000	Macon & Joan Brock \$150,000 United Way Campaign \$92,000 Women’s Leadership Council \$8,000	<u>Academic Year</u> Raising A Reader Field Trips <u>Summer School</u> The Amazing Race across South Hampton Roads	<u>Academic Year</u> Raising A Reader Nov 2014-May 2015 Field Trips March-May 2015 <u>Summer School</u> June 29-Aug 7, 2015
Tidewater Park Elementary School	Grade 3 – Grade 5	Summer \$138,000 Academic Year \$40,000	Hampton Roads Community Foundation \$85,000 Wick Moorman \$50,000 United Way Campaign \$43,000	<u>Academic Year</u> Boys & Girls Club Afterschool Program <u>Summer School</u> Soaring Eagles University	<u>Academic Year</u> Boys & Girls Club Afterschool Program Feb-May 2015 <u>Summer School</u> June 29-Aug 7, 2015
Jacox Elementary School	Pre-K – Grade 5	Summer \$178,000	City of Norfolk \$100,000 United Way \$78,000	<u>Summer School</u> The Summer Expedition “Join Our Journey”	<u>Summer School</u> June 29-July 24
Ruffner Middle School	Grade 6- Grade 8	Academic Year \$24,000 Summer \$76,000	United Way Campaign \$100,000	<u>Academic Year</u> Remediation Program <u>Summer School</u> 2015 Summer Enrichment	<u>Academic Year</u> Remediation Program Feb-June 2015 <u>Summer School</u> June 29-July 29, 2015

United for Children at Jacox Elementary School

Overview

- 4-week academic and enrichment program
- 383 students registered to attend
- An average daily attendance of 208 students

Earned Enrichment Courses

- Robotics, MOCA, Girl Scouts, First Tee Golf, Creative Movement and Music, Art/Science, Storytime, iPads, Engineering and Building, Line and Step Dancing, Cheerleading, Kickball, Football, Basketball, Smartboards and Computers, Making Healthy Snacks

Fun Friday Offsite Field Trips

- Air and Space Museum, Norfolk Botanical Gardens, First Landing State Park, Nauticus, MOCA Va. Beach Tour, Va. Aquarium and Marine Science Center, P.B. Young Meet the Camel, Roper Theater- The Hurrah Players

United for Children at Jacox Elementary School

Reading Student Performance Data-STAR

Grade Level	Pre-assessment	Post-assessment	Increase
2	2.5	2.7	+2 months
3	2.6	3.3	+7 months
4	3.0	3.5	+5 months
5	2.9	3.5	+6 months

Math Student Performance Data-STAR

Grade Level	Pre-assessment	Post-assessment	Increase
2	2.8	2.9	+1 month
3	4.1	4.7	+6 months
4	3.0	3.7	+7 months
5	3.3	4.4	+13 months

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Next Steps and Timeline

- Finalize planning with NPS for summer 2016 (October 2015)
- Continuous improvement and engagement of all stakeholders (December 2015)
 - A two-generation holistic approach based on our shared agenda, activities, and data.
 - Education, Health, and Urgent Needs
 - Better alignment with and within
- Fundraise, ongoing coordination, recruit, train, and assess (January-March 2016)

